

# Program Change Request

Date Submitted: 04/02/24 10:56 am

Viewing: **BUSAD-GEM7 : MBA, Marketing**

Last approved: 10/25/21 2:30 pm

Last edit: 09/12/24 11:50 am

Changes proposed by: Perry Drake (drakep)

Catalog Pages Using  
this Program

[Business Administration MBA, Marketing Emphasis](#)

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Program Code BUSAD-GEM7

## In Workflow

1. S002900 Chair
2. Curricular  
Alignment Check
3. Academic Affairs  
Program  
Preapproval
4. SBUSN Graduate  
Assoc Dean
5. SBUSN Dean
6. Graduate C&I  
Committee
7. Senate C&I
8. Senate C&I Editing
9. FacultySenate
10. Academic Affairs
11. Registrar Programs

## Approval Path

1. 05/02/24 10:54 am  
Michael Elliott  
(melliott): Approved  
for S002900 Chair
2. 06/12/24 4:13 pm  
Keeta Holmes  
(holmeskm):  
Approved for  
Curricular  
Alignment Check
3. 06/13/24 12:32 pm  
Betsy Sampson  
(sampsone):  
Approved for  
Academic Affairs  
Program  
Preapproval

4. 08/28/24 7:33 pm  
Ekin Pellegrini  
(pellegrinie):  
Approved for SBUSN  
Graduate Assoc  
Dean
5. 08/28/24 7:43 pm  
Shu Schiller (s8g8f):  
Approved for SBUSN  
Dean
6. 09/12/24 11:52 am  
Teresa Thiel (thiel):  
Approved for  
Graduate C&I  
Committee
7. 10/10/24 3:52 pm  
Deborah Cohen  
(Deborah.Cohen):  
Approved for  
Senate C&I
8. 10/10/24 4:13 pm  
Betsy Sampson  
(sampsone):  
Approved for  
Senate C&I Editing

## History

1. Mar 28, 2016 by  
Francesca Ferrari  
(ferrarif)
2. Jun 12, 2019 by  
Betsy Sampson  
(sampsone)
3. May 22, 2020 by  
Shaji Khan  
(shajikhan)
4. Oct 25, 2021 by  
Betsy Sampson  
(sampsone)

To be completed by Academic Affairs

Title	MBA, Marketing
Program Type	Emphasis Area
College/School	College of Business Administration
Department	Business Administration
Academic Level	Graduate
CIP Code	52.0101 - 52.0101
Effective CAT	2023-24

Program Requirements and Description as it will appear in the bulletin.

## Emphasis Area Requirements

Master of Business Administration (MBA) students seeking an emphasis in Marketing must complete a minimum of 9 hours of Marketing electives beyond [MKTG 5700](#) ([MKTG 5700](#) does not count toward the emphasis in Marketing). A maximum of 15 hours in any functional area will count toward degree requirements. Only courses that are substantially different from courses taken for credit in a student's undergraduate program will be accepted.

If other departments are affected by this proposal, please secure "sign-offs" and indicate for each department the following:

### Program Learning

#### Outcomes

##### Learning Outcomes

Demonstrate knowledge of core business content in accounting, finance, information systems, supply chain analytics, management, and marketing.

Apply core business content and principles for effective business decision making.

Demonstrate analytical skills to solve business problems and evaluate the conditions of corporations and markets.

Effectively communicate business insights using oral and written formats.

Identify legal/ethical issues and implications, and make informed decisions.

Expand leadership skills to effectively engage with stakeholders in a professional manner.

Demonstrate a global mindset needed to effectively navigate the interconnected nature of today's business environment.

### Learning Outcomes

Develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance.

Demonstrate proficiency in digital marketing, social media marketing and analytics.

Describe how marketers can design and adapt their campaigns and strategies based on the study of consumer behavior.

### Attachments

This program will be developed with the intention of delivery in the following delivery modes (choose all that apply)

Face to face

### Justification for

request:

removing 5701 from being listed as a requirement. It is not longer an offered course and was actually removed some time ago. Thank you

### Program Reviewer

### Comments

**Betsy Sampson (sampsone) (06/13/24 12:32 pm):** For HLC substantive changes reporting purposes, this change is 20%